

SCIP WORKSHOP

Outreach Strategy Development

Subject Category: SCIP Strategic Initiatives & Regional Planning; AIRS & CASM/TICPs; Nar
For each category, consider all levels of stakeholders: Federal, State, Regional, County, Local

Who in each group should be targeted?	Why does this audience need to be engaged?	What messages does this audience need to hear?	What are the best methods and/or tools to reach this audience?	Once engaged, what do you want them to do?
Example: County Commissioners	<i>Because they set policy and control funding at a local level</i>	<i>5 minute overview and how they can help.</i>	<i>Face-to-face meeting. Distribute "When they can't talk" brochure. Regular follow-up meetings.</i>	<i>Identify funding, Inform others (who?)</i>
Leadership				
Public Information Staff				
Technical/Communications Staff				
Responders				

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